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Published February 25, 2015 by Vanessa Perez
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In the United States, there are strict regulations that dictate how businesses should interact with end users via SMS. Sending an SMS incorrectly can result in an immediate shutdown of your service, or worse fines of up to $1500 per message. The two most common ways to send SMS messages in the U.S. are using a long code or a short code as the Sender ID (a Sender ID is the "from" address of a text message). This post will assist you in understanding the differences between the 2 options and help you choose which option is best for your use case.

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(https://www.nexmo.com/)
(also known as Long Virtual
Numbers, LVNs or long
Login
numbers). Long codes are
(https://dashboard.nexmo.com/sign-
essentially 10 digit phone
in)
numbers designated by the
mobile operators for person-to-
person communication. Some
sample use cases include chat

(HTTPS://DASHBO RD. MO.COM/SIGN-

applications, anonymous dating applications, and customer service
communications.

Other facts to know about long codes:

<mark>Messages are limited to 1 message per second</mark>

No setup time needed

Many different local area codes are available for region-specific needs

Short Codes

Now, let's talk about short codes.
A short code (also known as a
Common Short Code or CSC) is a
5-6 digit phone number managed
by a 3rd party company called
Neustar. Service providers
manage the short code lease on
customers behalf. Users "opt-in"
to SMS programs by texting a
keyword to a short code or by
entering their mobile number in a
web form. <mark>Short codes support high-volume messaging and can reach many
different users at once. Common use cases are:</mark>

Alert notifications

Two-factor authentication (often abbreviated to 2FA)

Mobile coupons and marketing promotions

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	U.S. Long Code	U.S. Short Code (HTTPS://DASHBOARD.NEXMO.COM/SIGN-UP)
Format	A 10-digit number (i.e 1-415-555-6319)	A 5-6 digit number (i.e. 54513)
Uses	Non-marketing, customer service, and chat applications	High-volume uses, like marketing, school/flight/appointment reminders.
Setup Time	Instant	Nexmo pre-approved: (/us-short-codes-simplified/#preapproved) 1-2 business days. Dedicated: 8-12 weeks
Throughput	1 mps	High throughput (10 mps +)
Delivery Receipts	Not supported	Supports delivery receipts
Max messages per day	Traffic must be bi-directional	No maximum
Regulatory	Immediate code shutdown for marketing messages. Subject to carrier filtering.	CTIA (http://wmcglobal.com/media/CTIA-Short Monitoring-Handbook-v1.4.1.pdf)and TCPA (http://www.tcpacompliance.us)Guidelines.

For more information about Nexmo's long code and short code offering, See our pricing page (/pricing/)
visit our Short Codes page (/us-short-codes-simplified/).

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